January Workplan Logistics (DTS 1/5/98 - 1/30/98)

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	① DORAL $1.00 Off 2 Packs (Pack Outlets)	① DORAL $1.00 Off 2 Packs (CTS Pack)	① DORAL $1.00 Off 2 Packs (Supermarkets)	② DORAL $7.50 Off 15 Packs (CTS Carton)
1. Selling/Execution Detail				
Promotion Details	DORAL $1/2 Packs Pre-Sleeved (50¢. off tear tape on each pack). Offer includes DORAL & Co. name generation.	DORAL $1/2 Packs Pre-Sleeved (50¢. off tear tape on each pack). Offer includes DORAL & Co. name generation.	DORAL $1/2 Packs Pre-Sleeved (50¢ off tear tape on each pack). Offer includes DORAL & Co. name generation	DORAL "$7.50 off special 15-pack carton" (50¢ off tear tape on each pack). Offer includes DORAL & Co. name generation
Display Size/Load	20	60 (3 SKUs per CTS outlet)	40 (2 SKUs per committed supermarket)	80
Offer/Materials - Item #	Display/POS Kit #535481	Display/POS Kit #535625	24" PMC #535652 150 POS Card #535655 150	CTS 15-Pack Carton Kit #535805 CTS POS Kit #535811
Includes	Counter Display Preassembled, POS Card and Wobbler	Counter Display Preassembled, POS Card and Wobbler	24" PMC POS Card Cancelled	Carton Kit includes 10-15 pack special cartons POS Kit contains 2 Header Cards, 2 Side Cards, Paster
SKU Packing	1	1	1	10/SKU-Ctn Kit 1/SKU-POS
Recommended Displays	in SKU	in SKU	RJR Promotional Pack Platform	8-Case Display #527951 or Retailer Promotional Shelving
Off Invoice (Net Pricing)	Yes	Yes	Yes	Yes
2. ROU Detail				
Promotion #	800004	800005	800006	800007
Allocations Available	10/13	10/13	10/13	10/13
Model Available	10/13	N/A	N/A	N/A
Allocation Adjustments to Model	10/13 - 11/7	N/A	N/A	N/A
Templates Available	11/10	N/A	N/A	N/A
Value-Added Transfer Deadline	11/10 - 11/14	11/10-11/14	11/10 - 11/14	11/10 - 11/14
First Order Date	11/17	11/17	11/17	11/17
First Delivery Date to Direct Accounts	1/2/98	1/2/98	1/2/98	1/2/98
Reporting Dates	1/5 - 2/27	1/5 - 2/27	1/5 - 2/27	1/5 - 2/27
Placement Reporting	DOR JAN $1/2PKS	DOR JAN CTS PACK	DOR JAN SMKT PK	DOR JAN CTS CTN
Promotional Packaging UPC	12300-24695	12300-24695	12300-24695	12300-24696
Product UPC	Lts 85-24698 Lts 100-24750 Lts Mthl 100-24752 FF 100-24751 Ult Lts 100-24753 Lts Box 100-24757 FF Box 100-24756 Lts Box 83-24755 FF Box 83-24754	Lts 85-24758 Lts 100-24759 FF 100-24760 Lts Mthl 100-24761 Ult Lts 100-24762 FF Box 83-24763 Lts Box 83-24764 FF Box 100-24765 Lts Box 100-24766	10 Lts 85-24767 10 Lts 100-24768 10 FF 100-24769 10 Lts Mthl 100-24770 Ult Lts 100-24771 FF Box 83-24772 Lts Box 83-24773 FF Box 100-24774 Lts Box 100-24775	Lts 85-24864 Lts 100-24865 FF 100-24866 Lts Mthl 85-24867 Lts Mthl 100-24868 FF 85-24869 Ult Lts 100-24870 Mthl 100-24871 FF Box 83-24872 Lts Box 83-24873 FF Box 100-24874 Lts Box 100-24875

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① DORAL $1/2 packs will be pre-sleeved in Winston-Salem. Each DORAL pack will have "50¢ off" tear tape. Each carton will contain five pre-sleeved 2-pack offers. Each 6M case contains 150 offers. Direct accounts should place four pre-sleeved cartons in each counter display and ship to retail. Recommended VAP payment to direct accounts is $28/12M case to load display and ship. This equates to $14/6M promotional case. (No display/shipper for supermarkets - direct accounts only tax stamp product if applicable and ship to retail.)

② DORAL "$7.50 off 15 packs" will be in "live" cartons. Cartons will be marked on outside with "Special Offer" stickers on end panels. All packs will have "50¢ off" tear tape. Each 6M case will contain 20 15-pack offers. Direct accounts should place one specially marked carton into the promotional 15-pack carton. They should also place five additional specially marked (50¢ off tear tape) in 15-pack carton to complete the offer.

IMPORTANT: **DORAL product must be ordered by December 15 and scheduled for delivery to direct accounts the week of January 5 for assembly and shipment to retail week of January 19, 1998.**

Source: https://www.industrydocuments.ucsf.edu/docs/xgjn0000

First Quarter 1998
January Supermarket DORAL $1.00/2 Packs
Promotion #800006
40 Offers per Supermarket (2 SKUs 20 each)
#535655- 24" PMC #535652 POS Card

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Revised 10/28/97
(Allocations changed to Chain Hdqt. Regions)

	Region	# Offers	# SKUs 20 ea	Total 6M Cases	24" PMC #535655 (1/SKU)	POS Card #535652 (1/SKU)	Lt 854	Lt 100	Lt Mthl 100	FF 100	Ut Lt 100	Lt Box 100	FF Box 100	Lt Box	FF Box	Mthl Box	Lt Mthl
1100	Boston	6,600	300	40	150	150	10	10	10	10							
1200	New York Metro	0	0	0	0	0	0	0	0	0							
1300	Philadelphia	0	0	0	0	0	0	0	0	0							
1600	Buffalo	0	0	0	0	0	0	0	0	0							
1700	Pittsburgh	3,600	180	24	90	90	6	6	6	6							
1800	Cincinnati	3,600	180	24	90	90	6	6	6	6							
	Total NESA	13,200	660	88	330	330	22	22	22	22	0	0	0	0	0	0	0
2100	Winston-Salem	59,400	2,970	396	1,485	1,485		99	99	99	99						
2200	Atlanta	1,800	90	12	45	45		3	3	3	3						
2300	Florida	0	0	0	0	0		0	0	0	0						
2600	Dallas	0	0	0	0	0		0	0	0	0						
2900	Richmond	1,800	90	12	45	45		3	3	3	3						
	Total SSA	63,000	3,150	420	1575	1575	0	105	105	105	105	0	0	0	0	0	0
5100	N. California	0	0	0	0	0						0	0	0	0		
5400	S. California	13,200	660	88	335	335						22	22	22	22		
5600	Seattle	13,800	690	92	345	345						23	23	23	23		
5800	Houston	9,600	480	64	240	240		16	16	16	16						
	Total WSA	36,600	1,830	244	920	920	0	16	16	16	16	45	45	45	45	0	0
6200	Chicago	10,200	510	68	255	255		17	17	17	17						
6300	Minneapolis	0	0	0	0	0		0	0	0	0						
6600	Denver	13,200	660	88	335	335		22	22	22	22						
6700	Detroit	3,000	150	20	75	75		5	5	5	5						
6900	St. Louis	6,600	330	44	165	165		11	11	11	11						
	Total MWSA	33,000	1,650	220	830	830	0	55	55	55	55	0	0	0	0	0	0
	GRAND TOTAL	145,800	7,290	972	3,655	3,655	22	198	198	198	176	45	45	45	45	0	0

Allocations based on committed chains - 2/SKUs of 20 each. Chain stores submitted by field to AMO's 10/97.

sgr035/ccd
11/7/97

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Revised: 10/30/97

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